

AGENCY REPORTS



Office of the Secretary
Executive Summary
Agency No. 06-261

1. The identity of all sub-units, if any, under the direct or advisory control of each agency
2. All powers, functions and duties currently performed by the agency
3. Citations of all legal authority
4. An analysis of duplication of services, if any, that the agency feels may exist between itself another state agency, if any, and actions being taken to correct such overlap
5. Any powers, duties or functions that the agency feels are no longer consistent with the current and projected public needs, and they recommend for termination or alteration
6. The identity of any problems or programs for study
 - a. Department Economic Impact Study
 - b. Department Transformation Project
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1. The identity of all sub-units under the direct or advisory control of each agency
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DESCRIPTION

The Office of the Secretary will ensure efficient and accountable administration, oversight and monitoring of all agencies within the department, including monitoring strategic planning, and adherence to legislative initiatives. The program also includes special initiatives for the Audubon Golf Trail, Atchafalaya Trace, Louisiana Byways, Red River Development Commission, Mississippi River Road Commission and the African American Heritage Trail.

MISSION

The mission of the Office of the Secretary is to position Louisiana to lead through action in defining a New South through Culture, Recreation and Tourism. Through the development and implementation of strategic and integrated approaches to the management of the Office of State Parks, the Office of Tourism, the Office of State Museum, the Office of Cultural Development, the Office of State Library, the Audubon Golf Trail, the Mississippi River Road Commission, the Atchafalaya Trace Commission, the Red River Development Council, Louisiana Byways Program and the African American Heritage Trail.

GOALS

The Office of the Secretary will ensure an efficient, accountable, and entrepreneurial operation of all agencies within the department by providing the highest quality of leadership and support services and by administering targeted programs and initiatives conducive to the development of collaborative partnerships, thereby creating avenues of prosperity for all Louisianans by promoting diversity, creativity and unique, unparalleled assets. Further, the Office of the Secretary will measure and monitor the impact of the Department of Culture, Recreation and Tourism on Louisiana's economy and quality of life for Louisiana's citizens to ensure the greatest return on our investments.

a. African American Heritage Trail

Building on the success of Francofete and the Louisiana Purchase Bicentennial, this program will seek out upcoming events and celebrations that have a significant tie to the state. This program is currently supporting the development of the Louisiana Civil Rights/African American Heritage Trail. The AAHT will not only provide valuable heritage tourism infrastructure, but will also leverage Louisiana's status as the number 2 destination for African American tourists. The AAHT tentative statewide launch date is June of 2005, in conjunction with the anniversary of the Baton Rouge Bus Boycott.

b. Louisiana Byways

This program uses federal funds through the Intermodal Surface Transportation Efficiency Act (ISTEA) for the development and implementation of a state byway promotional campaign, the production and distribution of a scenic byway map, and the construction implementation of landscaping designs at the welcome centers. (80/20 match)

c. Atchafalaya Trace

The Atchafalaya Trace Heritage Area consists of the following 14 parishes in and around the Atchafalaya Basin: Assumption, Avoyelles, Concordia, East Baton Rouge, Iberia, Iberville, Lafayette, Pointe Coupee, St. Landry, St. Martin, St. Mary, Terrebonne, West Baton Rouge, and Ascension. The purpose of the Heritage Area is to responsibly develop and promote the cultural, natural, and historic assets of the region, primarily through heritage tourism and utilizing extensive public/private partnerships. The management plan approved by the legislature in the 2002 session will guide the program for the next 5-10 years, with full implementation estimated at \$17-22 million. The Heritage Development Zone tax credit pilot program creates tax breaks and employment incentives for small heritage based cottage industries.

d. Audubon Golf Trail

It is the mission of the Audubon Golf Trail to support and promote an alliance of top-caliber, high-value golf facilities for Louisiana citizens and out-of-state visitors. The Trail is organized for the purpose of stimulating economic development, enhancing tourism, attracting new residents and retirees, elevating the quality of life and promoting wellness in Louisiana.

e. Red River Development Commission

It is the intent of the legislature to encourage and assist in the use of the waters of the Red River for development of the area, and particularly for development of agriculture, aquaculture, industry, forestry, and local communities. The council shall develop, prepare, and propose a master plan for the utilization of the water supply of the Red River for purposes related to the development of the area within the watershed limits of the Red River and its tributaries.

f. Mississippi River Road Commission

The purpose of the commission is to preserve, enhance, and promote the Mississippi River Road as an historic, cultural, scenic, natural, and economic resource for the state. It was established after 1991, when the National Trust for Historic Preservation designated the historic Mississippi River Road Corridor between Baton Rouge and New Orleans as one the nation's eleven most endangered historic properties. The commission covers the following 18 parishes:

West Baton Rouge, East Baton Rouge, Ascension, Iberville, St. James, St. John, St. Charles, Jefferson, Orleans, St. Bernard, Plaquemines, Pointe Coupee, West Feliciana, East Feliciana, Concordia, Tensas, Madison, and East Carroll.

It is currently developing an interpretive plan to help identify auxiliary stories of this culturally diverse area, which will be beneficial in upgrading the visitor experience along the Mississippi River Road.

g. Management and Finance

DESCRIPTION

The Fiscal division assists 7 agencies and 13 programs in the Department and the Office of the Lieutenant Governor in processing all routine financial documents relative to the operation of each as well as preparation of the annual departmental budget and various reports as required by the Division of Administration. The Human Resources division provides services to approximately 1200 employees at 62 different sites. Some of these services include classification and pay, wage and salary administration, departmental policy, recruitment/hiring/retention, benefits, worker's compensation claims, counseling/discipline/grievance, safety, and training. Information Services provides technology support and training to 400 users statewide. This support involves the delivery of a broad range of services including: broadband network access, support and maintenance of the department's Wide Area Network, help desk user support, hardware service/installation, programming/automation, and web development/database access/maintenance.

MISSION

The mission of the Office of Management and Finance is to direct the mandated functions of human resources, fiscal and information services for the seven offices in the Department and the Office of the Lieutenant Governor to support them in the accomplishment of their stated goals and objectives.

GOALS

The goal of the Office of Management and Finance is to provide the highest quality of fiscal, human resources, and information technology services to, and enhance communications with the seven offices within the Department of Culture, Recreation and Tourism and the Office of the Lieutenant Governor in order to ensure compliance with legislative mandates and increase efficiency and productivity.

1. Fiscal

- Operating budget preparation/review and review/coordinate Capitol Outlay budget for all 7 agencies and 13 programs;
- Serve as Business Manager and handle all purchasing (includes overseeing LA Carte) for OS and OLG;
- Prepare expenditure, revenue and in-kind projections;

- Prepare annual financial statements for 7 agencies, 1 commission, and 1 trust;
- Prepare BA-7's and BA-22's for all agencies within DCRT and OLG;
- Prepare/update/coordinate various state and federal reports for 7 agencies;
- Inputs time and attendance for the OS and OLG. Assists with selected payroll duties;
- Administer the Visa Purchasing Card Program;
- Accounts Receivable, annually;
- Processes approximately 2,200 deposits and classification of revenue;
- Draws approximately 125 warrants;
- Maintains 25 bank accounts at local banks throughout the state;
- Processes the drawing of federal funds as needed (nearly 100 per year);
- Calculates and remits state and local taxes on revenue receipts.
- Accounts payable, annually;
- Audits and processes approximately 3,800 travel reimbursement requests, over 2000 purchase orders, and 1000 contract payments for approximately 250 contracts;
- Monthly fleet management reports for approximately 175 vehicles within DCRT and OLG;
- Maintains property control for DCRT and OLG;
- Maintains archive records for the Office of the Secretary;
- Prepares and coordinates all reports and transactions with Risk Management for the Department; and
- Serves as OTM Coordinator for over 700 telephones within DCRT and OLG.

2. Information services

- Help desk assistance, on-site technical support, and technical training to over 400 networked users at 52 locations;
- Plan and complete all complex programming, scripting, network installation and database management projects;
- Manage and coordinate all outsourced information technology projects, maintaining close, critical oversight from the RFP selection process, to contract award and fulfillment;
- Record and preserve cultural history in huge multi-media data archives and publish the information on the Internet;
- Maintain, update, police and support standard hardware and software configurations developed for the department; track software licenses and assure agencies software use does not exceed their license limits;
- Inform and support hardware and software purchases, assure standards are followed. Coordinate and facilitate communication

between department representatives and vendors; resolve serious problems when they arise;

- Setup, configure, and install new computers and peripherals; repair old, but serviceable equipment;
- Approve purchase of all information technology including personal computers, workstation servers, network components, peripherals, desktop and specialized software, data circuits and service/maintenance contracts;
- Coordinate and plan information technology initiatives, projects and expansions;
- Make safe, secure electronic communication, data access, and Internet use available to every employee of the department who relies on it; review E-mail and Internet use to identify and eliminate abuse;
- Configure and maintain network and data servers, providing backup and disaster recovery; employ leading edge anti-virus software, hardware firewalls and knowledge to safeguard the network; and
- Maintain contact with the state CIO and CISD to insure the department follows guidelines set-up by the Office of Information Technology and is fully aware of important trends set by participating agencies that affect information technology in Louisiana state government.

3. Human Resources

- Administers the Human Resources, safety, payroll, and training needs for 700 full-time employees at 66 sites. 300+ seasonal employees require same amount of support services as regular employees;
- Facility acquisition and expansion has greatly impacted our workload;
- Deals with more complex issues regarding recruitment, retention, and pay administration because many of our field offices are in isolated areas of the state;
 - 24/7 operations in field offices require shift-work, special pay, more hazards;
 - Some field offices lack easy accessibility to banks, schools, and medical services;
- Deals with more complex issues regarding recruitment, retention, and pay administration because many of our programs such as Special Projects Team, LA Serve, Louisiana Byways, and the ATC are funded differently, have various grant requirements and unique missions;
- Develops policies and procedures, providing interpretation and implementation on all state, and federal laws governing employment;

- Serves as an information center for employment inquiries, assisting with screening, interviewing, and counseling applicants on jobs and qualification requirements;
- Develops and allocates positions within the department through delegated authority from Civil Service;
- Conducts job studies within the department and participates in study groups;
- Maintains knowledge and expertise of highly specialized job classifications;
- Examples of specialized jobs that have specialized needs are: Librarian, Curator, Architectural Historian, Archaeologist, Anthropologist, and many others;
- Specialized needs of these types of jobs affect all aspects of HR management;
- Educational and/or training requirements are more complex;
- Implements and monitors the Performance Planning and Review system as required by Civil Service;
- Administers drug testing policy and ongoing drug testing program;
- Administers safety training and monitors to ensure compliance to avoid penalty for failed audits;
- Act 11 of 1998 mandates penalties/credits and prevents departments with failed audits from acquiring special funds for major repairs. All 66 sites must pass all requirements set by ORM;
- Develops and conducts mandatory training for Workplace Violence and a variety of safety topics; and
- Provides extensive training as required by Executive Orders and state and federal law on topics such as ADA, FMLA, Workplace Violence, Customer Service, Strategic Planning, Drug Testing, Harassment, Diversity, and more.

3. Citations of all legal authority

Louisiana Revised Statutes 25; 36:201-209; 36:901-919; 38:2351-2361; 56:1801-1808.

4. An analysis of duplication of services that the agency feels may exist between itself another state agency, if any, and actions being taken to correct such overlap

The Office of the Secretary has engaged the Public Strategies Group as transformation partners with the goal of creating a more efficient operation. The Office of the Secretary will report findings and recommendations to the oversight committee.

5. Any powers, duties or functions that the agency feels are no longer consistent with the current and projected public needs, and they recommend for termination or alteration

The Office of the Secretary and the Legislative Auditor have recommended the following advisory boards for termination due to completion of work or duplication of services: The Atchafalaya Trace Commission Advisory Board, and the Hospitality Resource Program Advisory Committee.

6. The identity of any problems or programs for study

- a) Department Economic Impact Study: We have engaged a consortium of universities to conduct a comprehensive study to provide us with economic information that will help guide our investment strategy and ensure a positive return on investment of our taxpayer dollars. Based on existing partial economic information, we already have an idea of the significance of the economic impact our industries have on Louisiana:
- Leisure and hospitality is the 2nd largest industry in Louisiana, a \$9.4 billion industry employing 120,000 + people;
 - Visitors to state parks and historic sites spent \$26 million in 1999; impact of \$63 million per year due to recurring operating expenditures, new construction, and the indirect impact of visitor spending;
 - Louisiana public libraries' operating expenditures totaled over \$127 million last year; and
 - The total economic impact of arts in Louisiana is \$934 million and over 18,000 employees. See attached the Executive Summary and Progress Report of the Impact of the Louisiana Department of Culture, Recreation and Tourism on Louisiana's Economy and Quality of Life for Louisiana Citizens.
- (See economic impact study at end of Office of the Secretary Executive Summary)**
- b) Department Transformation Project: We have engaged the Public Strategies Group, Inc., to assist the Department of Culture, Recreation and Tourism and the Office of the Lieutenant Governor in the development and implementation of a plan to transform the culture of the agencies to a "high performing" organization. The goal is to create an efficient, accountable, entrepreneurial organization by building on the solid foundation and ground work laid by our predecessors, while also exploring opportunities for continued diversification and economic growth.
- c) Diversity Initiative: One of the priorities of the Office of the Lieutenant Governor and the Department of Culture, Recreation and Tourism (CRT) is the preservation and enhancement of Louisiana's unique multicultural heritage. We recognize that in order to achieve this, we must support diversity in the department's makeup, the Louisiana business community, and the visitors we attract to the state. The department assembled a leadership team of exceptional talent and experience, and one that reflects the diversity of the state of Louisiana.

The department recognizes the value of a diverse workforce. Our talented staff includes people of many cultures, abilities and experiences; and, we recognize and value the individual differences

and strengths of each member of our organization. We are committed to enhancing the diversity of our organization, which will in turn foster new ways of thinking, creativity and innovation.

Therefore, we have implemented new recruitment procedures aimed at reaching a larger and more diverse applicant pool.

- Job postings and announcements now include new language that communicates our commitment to a diverse workforce
- New recruitment partners to help us reach broader and more diverse applicant pools, including:
 - LSU Career Services
 - SU Career Services
 - Baton Rouge Community College
 - 100 Black Men
 - Legislative Black Caucus
 - UNO
 - SUNO
 - Nicholls
 - Southeastern
 - McNeese
 - La Tech
 - LSUS
 - ULM
 - Grambling
 - America's Job Bank
 - Louisiana Works

The department recognized the need for a comprehensive strategic plan for recruitment and retention of a diverse workforce. The department is working with Donna DeBerry of DRP International. Ms. DeBerry is a nationally and internationally recognized leader in the field of diversity.

The OLG and DCRT has revised its own business procedures to include in every Request for Proposal a provision to alert business owners applying for a state contract with our agencies that they must certify that they are equal opportunity employers, do not discriminate in their employment practices or delivery of services, and that they will make every effort, when economically feasible, to subcontract with socially or economically disadvantaged persons and businesses.

The department utilizes the resources of the Department of Economic Development's Small and Emerging Business Program, the Small Business Administration and the Louisiana Minority Business Coalition to actually recruit participation in procurement processes. Successes to date include four (4) new historically underutilized businesses added to our service providers for wastewater treatment companies.

In addition, we have hosted business seminars throughout the state to help these business owners learn how to position them to take advantage of the many opportunities to do business with the state as vendors and contractors.

Continuing the innovative marketing initiatives that have given Louisiana the number two U.S. ranking in market share for African-American visitors, CRT is attracting multicultural visitors to Louisiana using print and web-based media as well as multimedia formats. Promotions including contests, tie-ins with African-American targeted Web sites, a Web-based Civil Rights trail and full-page ads in multicultural publications such as *Essence* and *Black Enterprise* readers to the multicultural Web page, Louisianatravel.com/heritage, where they can request a copy of *Textures*, the official African American travel guide to Louisiana.

7. Significant accomplishments of the Office

- Annual Report
- Strategic Plan (linked to the Roadmap)
- Tax Credit Program (ATC)
- Americas Wetland Campaign (bike trail, kiosk, birding trail)
- DOTD/DCRT Bike Trail Study
- Signage Task Force (DOTD/DCRT)
- Expansion Mississippi River Road Commission
- Scenic Byway Master Plan (Fall 2005)
- MRRC Interpretive Plan (Northern and Southern Regions)
- Loop Map/Brochure of Southern MRRC
- CRT Grant Clearinghouse
- Development of African American Heritage Trail Plan
- Implemented new Recruitment process in April 2005 where job announcements are sent to at least 15 agencies, associations and organizations in addition to the required posting on the Department of Civil Service Job Search.
- Implemented Administrative Job Study in January 2005 for approximately 108 positions in the Department of CRT changing to updated administrative support job titles and job specifications.
- Participated in Career Fairs at Southern University and LSU.
- Documents Imaging and Managing has been implemented to reduce the volume of stored paper documents and make information easier to find.
- Data Center has been modernized to meet the needs of the 21st Century by increasing bandwidth speed and new file servers and data storage units with backup devices have been added as well.
- The department has partnered with a design firm to improve the quality and usefulness of the CRT Website, combining a professional appearance and a consistent look and feel across component agencies.
- The WAN has increased in size to include a range of different technologies including megabit Ethernet, Fiber, Wireless, Frame, and Wireless.
- The department has partnered with Bell South, Detel, Cisco and other wireless providers to identify logical locations to install free wireless Internet access for use by

tourists traveling away from their wired homes that may wish to search a restaurant, locate a hotel, find a marsh tour, or look up the lineup at the House of Blues.

- Application development team has refined the budget macros using Microsoft Excel 2000 and Visual Basic Applications (VBA). 80% of the budget can now be completed in under a week. Goldmine contact management software was purchased, installed, and configured during the past year. This software helps users increase productivity by giving them specific contact information coupled with rich ancillary data that they need to build and maintain commercial relationships.
- National Designation effort – S204 and HR 522 both before Congress to establish Atchafalaya National Heritage Area, also opens federal funding opportunity, S204 has passed Senate Committee process, now awaits full floor vote.
- Atchafalaya Days – Month of October, now in its third year with tremendous growth each year in both number and quality of events. Developed through multi-level partnerships. Signature kick-off event added last year.
- Atchafalaya Heritage Area Development Zone – tax credit program specifically designed for small, heritage-based cottage industries. An innovative pilot for the state, and a model for other heritage areas.
- Added Audubon Park Executive Course to the Trail bringing the total to 10 courses.
- AGT conducted a comprehensive media campaign to increase awareness of the Audubon Golf Trail.
 - Golf Digest, Golf Magazine, Texas Golfer, PGA Tour Guide
 - TV: Dallas, Houston, Beaumont, Mobile, Jackson
 - Golf Channel
 - Outdoor Advertising at 4 locations
- Golf Channel's Drive, Chip and Putt Junior Competition scheduled for May 15th, 2005 at Cypress Bend Golf Resort
- GTIN Contracted 1/05 – 3/05
 - Represented AGT at 11 Golf Tradeshow
 - AGT at Golf Trade Shows: Oklahoma City, Little Rock, Dallas, Zurich Classic of New Orleans April 27th – May 1st.
 - Media Exposure: FAM Trips
 - Golf Digest: July, 04
 - Golf Magazine: February 2 – February 4
 - Men's Journal Magazine – April Issue
 - Golf Digest France: June 4th – June 8th
 - Golf Digest Mexico: September
 - Quebec's: Fairways to Paradise Regional TV show: November
 - Golf TV Travel Series: 08/04
 - Dave Berner; TravelGolf.com & Golf Chicago: January 30 – Feb 2
 - Fam Trip May 16th – May 19th, 2005: 8 writers representing 15 publications
PGA Tour Partners, Stratos Magazine, GolfTips Magazine, Celebrated Living, Battleboro Living, Travelgolf.com, RV Golfer Magazine, Texas Golfer, Great Lakes Golf, Metrolina Golf, South Carolina Golf Today, Metro Atlanta Golf Today, ABTA Magazine, Devon Life, Houston Chronicle

- Restructured Fairways Golf Travel Packaging Contract 10/01/04
- Secure the endorsement of PGA Tour Professional and Louisiana native David Toms.
- AGT Fall High School Junior Golf Tournaments
 - The Island 9/11/04 - 9/12/04
 - Olde Oaks 9/25/04 - 9/26/04
 - Cypress Bend 10/09/04 - 10/10/04
 - OakWing 10/23/04 - 10/24/04
- AJGA National Championship scheduled for Sept. 30th, 2005
- AGT Course National Accolades:
 - TPC of Louisiana:
 - voted “One of America’s Top Five Best New Golf Courses: Golf Digest
 - Voted Best New Course to Open in United States: Annual Hot List, Travel & Leisure Golf
 - Hosted Zurich Classic of New Orleans – PGA Event
 - Gray Plantation:
 - Voted #75 “America’s Greatest Public Courses”: Golf Digest

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DESCRIPTION

The State Library is the nucleus for the information resources used by the State's citizens. The State Library builds an informed, literate, and participative citizenry by insuring access to information resources through establishment and improvement of local and institutional libraries. The State Library administers state and federal grant funds for local libraries. The State Library directly services blind and visually impaired citizens and other state agencies.

MISSION

The mission of the State Library of Louisiana is to build an informed, literate, and participative citizenry by ensuring preservation of and access to informational, cultural, and recreational resources, especially those resources unique to Louisiana.

GOALS

The Office of State Library will ensure greater access to information resources to build an informed, literate, and participative citizenry by: 1) increasing the use of library resources; 2) increasing the availability of (and access to) library resources; 3) providing high quality customer service.

GENERAL INFORMATION

- Supports public libraries statewide with consulting services, grants, technology, and training;
- Provides extensive and multiple collections of materials for use by state personnel and libraries (reflecting print, film, audio, electronic, and Braille formats);
- Ensures every Louisiana resident is no farther than a 20-minute ride to free Internet access;
- Delivers access to licensed databases holding millions of articles, references, and information sources;
- Extends direct service to visually impaired citizens with recorded books, large print books, and Braille;
- Holds an annual Book Festival to honor Louisiana writers, and to present enjoyable and free opportunity for citizens to hear and meet those authors who contributed to the extraordinary literary heritage of our state;
- Maintains technical and specialized collections supporting the business of state government, supplementing parish library collections, and complementing libraries in Louisiana's colleges and universities;

- Provides information and distributes materials from its collection of over 900,000 items, and from the collections of other libraries throughout the nation through interlibrary loan to state officials and employees and the general public;
- Provides oversight and funding for a computer network delivering Internet access to every public library in each parish and informational databases to libraries and citizens at home or work;
- Provides in-depth reference and research services to those in state government and the general public using its extensive resources of printed materials and automated databases.
- Provides leadership in the coordination of library services and resource sharing by all types of libraries in the state -- academic, public, special, and school -- to provide for optimum utility and equality of access;
- Provides consultative and technical assistance to state agencies in the collection and maintenance of their resource materials and administers a state agency network to facilitate resource sharing;
- Administers Louisiana's State Documents Depository Program and serves as a federal documents depository;
- Supports the development and improvement of public and parish libraries through consultative, educational, and resource sharing programs;
- Actively participates in early literacy initiatives by 1) creating tools and programs designed to directly impact children under the age of five (5), 2) providing guidance in the use of these tools and programs to public libraries and day care providers, 3) offering advice on building age appropriate material collections, and 4) developing training workshops; and
- Promotes reading and literacy through special programs for children such as Summer Reading Program, Young Readers Choice Award, and by working with Head Start Centers and day care centers.

3. Citations of all legal authority

Louisiana Revised Statutes 25:1-17, 121-124, 451-455; 36:208B, 209F, 209L, 910

4. An analysis of duplication of services, if any, that the agency feels may exist between itself another state agency, if any, and actions being taken to correct such overlap

After careful analysis, the Office of State Library can find no duplications of effort inside the agency or in connection with other state entities that may provide similar services.

5. Any powers, duties or functions that the agency feels are no longer consistent with the current and projected public needs, and they recommend for termination or alteration

None.

6. The identity of any problems or programs for study

The rapidly changing electronic environment for information dissemination and its potential impact on the delivery of information sources, particularly government information, to Louisiana citizens through the existing library networks.

7. Significant accomplishments of the Office

- State Library of Louisiana is one of seven libraries across the country that has received the American Library Association's prestigious John Cotton Dana Public Relations Award for 2005. The State Library was recognized for a comprehensive publicity campaign on the 2004 Louisiana Book Festival;
- More than 15,000 book lovers attended the Louisiana Book Festival on November 2006, 2004;
- Presented 2004 Louisiana Writer Award to novelist Shirley Ann Grau of New Orleans;
- Presented 2004 Louisiana Young Readers' Choice Award to Mike Artell of Mandeville for *Petite Rouge: A Cajun Red Riding Hood*. Over 15,000 entries were tallied;
- Summer Reading Program participation reached the largest group ever -- 104,299 children participated, which represented a 10% increase over the previous year;
- In October 2004, the State Library of Louisiana received a prestigious \$470,000 National Leadership Grant for Libraries from the federal Institute of Museum and Library Services; this will provide for the digitization of 30,000 historically significant materials held by several entities within State;
- Along with other libraries in the Southeast, the State Library is participating in a cooperative microfilming project to preserve the intellectual content of 5000 brittle volumes on Southern history and culture;
- A Bill and Melinda Gates Foundation grant will provide \$934,320 over the next three years to upgrade and replace aging computers and telecommunications technology in public libraries across the State;
- As part of a larger emergent literacy initiative, the State Library implemented a model program, "Let's Read!" to circulate materials directly to individual preschool classrooms;
- By the end of 2004, Louisiana Voices recording studio had recorded 157 Louisiana books, magazines and other materials for use by the blind and physically handicapped throughout the State;
- Implemented a new cross-database search technology that allows public library patrons to locate information across 19 databases with a single search;
- Completed six-month strategic planning effort to identify new directions and future services needed; and
- Opened Louisiana Bound Booksellers bookstore inside the State Library that specializes in books about Louisiana or by Louisiana writers.

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DESCRIPTION

The Louisiana State Museum, currently a statewide assemblage of five National Historic Landmark properties in New Orleans, one property on the National Register of Historic Places, six other cultural institutions throughout the State, and additional properties, is continually improving and expanding its facilities to preserve and present the rich cultural and historical image that is Louisiana. With more than 400,000 artifacts and over one million documents and photographs comprising its collections, the State Museum is the principal repository of Louisiana's cultural heritage. Annual visitation to the State Museum's properties exceeds some 300,000 persons, however the Museum serves well over six million people via its World Wide Web site, traveling exhibitions, and statewide services program.

Louisiana State Museum properties open to the public:

- The Cabildo and Arsenal, housing Louisiana's history exhibits
- The Presbytere, presenting the acclaimed Mardi Gras: It's Carnival Time in Louisiana
- The Old United States Mint, displaying exhibits on coining, Newcomb pottery, and Jazz
- The 1850 House, providing a historic look at Life during the time
- Madame John's Legacy, exhibiting Folk Art
- The Wedell-Williams Aviation Museum, portraying Louisiana's history in flight
- The Old Courthouse Museum, currently displaying the work of the State's most renowned folk artist Clementine Hunter
- The E. D. White Historic Site, residence of Governor Edward Douglas White and his son, United States Supreme Court Chief Justice, Edward Douglas White

Louisiana State Museum properties soon to be open to the public:

- Civil Rights Museum in New Orleans
- Cypress Sawmill in Patterson
- Capitol Park Museum in Baton Rouge

Properties maintained and managed by the Louisiana State Museum:

- 1000 Chartres Street, a safe and secure museum quality storage facility;
- The Lower Pontalba, one of the first apartment buildings in the country; and
- The Creole and Jackson Houses, architecturally significant structures utilized for office space.

MISSION

- To collect, preserve, and interpret the art, history, and culture of the State of Louisiana;
- To educate, enlighten, and provide enjoyment for the people of Louisiana, visitors to the Museum's properties, and others; and
- To provide these services in accordance with the highest possible standards of professionalism, scholarship, and management as stated by the American Association of Museums.

GOALS

- Continue to work toward a true statewide Museum system;
- Development of a greater number of long term, changing and traveling exhibitions; and
- Expand the educational services provided by the Museum for the people of the State of Louisiana and the Nation.

GENERAL INFORMATION

- The new State Museum in Baton Rouge, a 70,000 square foot facility slated to open in 2006, will house the very first truly comprehensive exhibit on Louisiana history;
- The State Museum is constructing a new facility that is scheduled to open in Patterson, Louisiana in 2004 that will display exhibits on aviation and the cypress lumber industry;
- One of only 12 museums in the State and one of the only 10% of museums in the Nation to be accredited by the American Association of Museums;
- The State Museum has been invited to become an affiliated museum with the Smithsonian Institution in Washington, D.C.;
- Over the past eight years, the Louisiana State Museum has nearly doubled attendance levels, hosting over 300,000 visitors annually, thus significantly broadening the audience of the Museum and its properties;
- The Museum boasts self-generated revenues of over \$500,000 annually;
- The Museum's outreach programs of ten traveling exhibitions and access to the vast resources available through its World Wide Web site, <http://lsm.crt.state.la.us/>, are seen and experienced by nearly seven million people;
- The State Museum's Education department serves some 25,000 school children that visit its properties each year in addition to the school site visits made by Museum staff;
- The Education Department of the Museum is overseeing Louisiana's National History Day Competition, through which students compete on a national level for prizes and scholarships;
- The recently completed 1000 Chartres Street storage facility, which exceeds national museum storage standards, provides an environmentally secure location to house the collections of the Louisiana State Museum;

- Requests to borrow from the State Museum's extensive collections are continually granted to support other institutions and organizations throughout the State and the Nation to include the New Orleans Museum of Art, National D-Day Museum, Old State Capital, Governor's Mansion, Historic New Orleans Collection, Opelousas Museum of Art, Mobile Museum of Art, Smithsonian Institution, and others;
- The Museum's Curator of Statewide Services visits other institutions and historical societies throughout the State to share knowledge and information on preservation, interpretation, exhibition, and a variety of other areas;
- The State Museum fully utilizes its memberships with the New Orleans Convention and Visitor's Bureau, French Quarter Business Association, Overture to the Cultural Season and other affiliations within the tourism industry to promote its events, exhibitions, and programs;
- Maintaining its high profile, the State Museum is continually featured in local, national, and international media, some of which include the New York Times, Chicago Tribune, Boston Herald, AAA Southern Traveler, Times Picayune, Gambit Weekly, Where Magazine, The History Channel, C-SPAN, BBC, WWL-TV, WDSU-TV, and ABC 26;
- In addition to its fixed exhibits, the State Museum regularly hosts changing exhibitions to include Henri Matisse's Jazz, The Sight of Music, Treasure Houses and scheduled showings by guest curators Arthur Hardy and Henri Schindler;
- The State Museum will unveil its Louisiana Purchase Bicentennial exhibit, Church and State, in the Cabildo in October of 2003;
- To better promote its efforts and integral importance to the Bicentennial, the Museum has entered into a cooperative agreement with the New Orleans ABC affiliate through which the station will produce and air a series of television commercials that feature the Museum's Cabildo; and
- The State Museum benefits from its support groups in every community in which it operates a facility and all of these organizations endeavor to further the aims of the Museum.

3. Citations of all legal authority

Louisiana Revised Statutes 25:341 – 351; 36:201, 207- 209, and 909.

4. An analysis of duplication of services, if any, that the agency feels may exist between itself another state agency, if any, and actions being taken to correct such overlap

The Office of State Museums is responsible for the accredited Louisiana State Museum system; while, the Secretary of State supervises the Old State Capitol and several other smaller museums around the state that are not a part of the Louisiana State Museum system. The Lt. Governor and the Secretary have requested an assessment of the Louisiana State Museum system. The results of this assessment will be provided to oversight committees

5. Any powers, duties or functions that the agency feels are no longer consistent with the current and projected public needs, and they recommend for termination or alteration

None.

6. The identity of any problems or programs for study

The Committee is asked to examine the Louisiana State Museum in the context of:

- a) providing an annual consistent minimum level of staffing and funding, at a sufficient level to operate the Louisiana State Museum in accordance with the professional standards required by the American Association of Museums, as called for in the Museum's enabling legislation.
- b) providing for the annual automatic carry over of self-generated revenues produced in excess of those budgeted during the fiscal year, to support the Museum the following year.

7. Significant Accomplishments of the Office

- **Completion of Principal Construction of Louisiana State Museum- Baton Rouge -** In fiscal year 2006, the Louisiana State Museum will open its new Capitol Park Branch highlighting historical events of Louisiana from settlement through the present day. Exhibits will chronicle the lives of such Louisiana legends as Huey Long and Louis Armstrong and portray the growth and importance of Louisiana's culture and heritage to the United States and the world. In August 2004, exhibit installation began with the transport of a 48-foot shrimp trawler, the Coca-J, from the Mississippi River to the Museum. The boat, one of the last all wooden trawlers built in Louisiana, will be the centerpiece of the Museum first floor exhibit hall. Other pieces already in place include a massive sugarcane harvester, a newly restored Civil War submarine and a vintage cotton gin.
- **Re-opened the E.D. White Historic Site in Thibodaux -** On July 10, 2004, the E.D. White Historic Site re-opened to the public for the first time in more than seven years. The Louisiana Legislature transferred the site to the Louisiana State Museum in 2001. The main house, which represents the "raised cottage" design that was popular in south Louisiana prior to the Civil war, was extensively renovated prior to the re-opening . Exhibits at the site focus on the history of the E.D. White family and the sugar farming industry of the region.
- **Children of Children Exhibition at the Old U.S. Mint -** In partnership with the Office of the Governor, the Office of the Lieutenant Governor, and various women's' and children's' advocacy groups, the Louisiana State Museum displayed the multi-media exhibition Children of Children, a touring exhibit that has garnered praise across the U.S., which quietly but dramatically tells the story of a series of individuals impacted by unwed pregnancy. More than 100 schools throughout the region booked tours of the exhibit leading the Museum to extend the run of the exhibit by one month.
- **Began construction of the new Louisiana State Museum-Patterson -** The new facility located on the I-49 corridor will house the Wedell-Williams Memorial Aviation Museum and the Louisiana Cypress Sawmill Museum.

- **Achieved record attendance figures at the Satchmo Summerfest and French Quarter Festival events at the Old U.S. Mint** - In partnership with French Quarter Festivals, Inc., the Louisiana State Museum once again served as a principal host of musical stages and food vendors on the grounds of the Old U.S. Mint. The Satchmo and French Quarter Festival events have a combined annual economic impact of more \$80 million and brought more than 80,000 visitors to the Louisiana State Museum in 2004.
- **Achieved record attendance at Museum outreach programming** - In 2004, the Museum's 9 traveling exhibits reached an audience of more than 347,000 as they traveled through the State Library System. The exhibits were seen in 33 Louisiana parishes.
- **Achieved 30,000 student visits at Museum properties** - The Museum's Education Department provided guided tours to more than 10,000 students in a series of tours designed to correlate to the curriculum of the schools. Another 20,000 students used information prepared by the Department of Education to complete self-guided tours of Museum properties. Additional educational programs include Music at the Mint for Kids and hands on Second Saturday crafts programming.
- **Served as a TAHIL grant partner** - The Louisiana State Museum has been a vital participant, along with LSU, Tulane, the State Archives, and the Historic New Orleans Collection in the "Teach American History in Louisiana" grant program sponsored by the U.S. Department of Education. The TAHIL program has increased public accessibility to the Museum's collections through digitization and has provided greater education outreach to the state of Louisiana.
- **Implemented the Gallery Database System for collections management**- Together with the opening of the 1000 Charters Collections Facility, the implementation of the Gallery Database System to catalogue the nearly 500,000 items in the Louisiana State Museum collection has created a state-of-the-art collections management program to help insure the protection and proper care of the state's priceless artifacts.
- **Conducted oral histories for Louisiana Civil Rights Museum** - In 2004, the Louisiana State Museum began conducting oral histories with civil rights leaders and participants throughout the state. These histories will play a significant part in the development and implementation of the Louisiana Civil Rights Museum and the Louisiana African-American Heritage Trail.
- **Continued the annual Music at the Mint series** - In 2004, the Museum continued its Spring series of concerts at the Old U.S. Mint with events celebrating Louisiana music traditions ranging from folk music to jazz to Cajun and zydeco.

Office of State Parks
Executive Summary
Agency No. 06-264

1. The identity of all sub-units under the direct or advisory control of each agency
2. All powers, functions and duties currently performed by the agency
3. Citations of all legal authority
4. An analysis of duplication of services that the agency feels may exist between itself another state agency, if any, and actions being taken to correct such overlap.
5. Any powers, duties or functions that the agency feels are no longer consistent with the current and projected public needs, and they recommend for termination or alteration.
6. The identity of any problems or programs for study
7. Significant accomplishments of the Office

Executive Summary
Office of State Parks
Agency Number 06-264

- 1. The identity of all sub-units, if any, under the direct or advisory control of each agency**

PURPOSE

The Office of State Parks was established to administer the state park system - state parks, state historic sites, and state preservation areas - and to act as the state liaison agency responsible for the administration of the federal Land and Water Conservation Fund (La. R.S. 56:1801 et seq.). The Office of State Parks currently operates thirty-six operational sites including 19 state parks, 16 state historic sites, and one state preservation area. These sites are divided into four districts (list follows in next section).

The Louisiana State Parks and Recreation Commission (La. R.S. 56:1681) consists of 18 members who serve at the pleasure of the Governor and act in an advisory capacity to the Secretary of the Department of Culture, Recreation and Tourism on matters relating to the operation of the Office of State Parks. This commission schedules four regular meetings each year, and the members serve strictly on a voluntary basis with neither compensation nor reimbursement for expenses.

MISSION

The Office of State Parks serves the citizens of Louisiana and their visitors by preserving and interpreting natural areas of unique or exceptional scenic value; planning, developing, and operating sites that provide outdoor recreation opportunities in natural surroundings; preserving and interpreting historical and scientific sites of statewide importance; and administering intergovernmental programs related to outdoor recreation and trails.

GOALS

The Office of State Parks will increase and improve opportunities for all Louisiana citizens and visitors to enjoy and better appreciate Louisiana's natural, cultural, and recreational resources by planning, constructing, and operating a system of parks, historic sites, and preservation areas in accordance with the highest standards of management, interpretation and conservation.

RECENT DEVELOPMENTS

- **Over 2 million people** visited OSP facilities in fiscal year 2003-04. New facilities, expanded programming efforts by interpretive rangers, the central reservation system, and continued advertising and promotional funding have all contributed to visitation growth;
- **Rosedown Plantation State Historic Site** in St. Francisville was designated as a National Historic Landmark. Ceremony with plaque unveiling to be held Fall 2005;
- **Fort St. Jean Baptiste State Historic Site** in Natchitoches - Visitor Center complete - \$496,000 project. Exhibits are under construction;

- **South Toledo Bend State Park** in Sabine Parish opened in November, 2004. \$8.5 million – 19 cabins, 60 campsites, visitor center, boat launch, beach swimming area, restrooms and picnic area;
- **Longfellow-Evangeline State Historic Site** in St. Martinville – New Visitor Center completed, exhibits being installed, expected opening event Fall 2005;
- **Cypremort Point State Park in State Mary Parish** – Six new cabins opened Summer 2004 - \$1.5 million project; and
- **Audubon State Historic Site** – New Visitor Center opened December 2003 - \$900,000.

ONGOING INITIATIVES

- **Los Adaes SHS in Robeline** - Master plan and site development in progress - \$2.5 million project;
- **Rosedown Plantation SHS in St. Francisville** - Largest restoration project since 1960's;
- **Tunica Hills State Preservation Area in West Feliciana Parish** - Acquisition of 516 acres and development of plans for this new facility including – nature center, exhibits, trails, river overlook and educational facilities. Total project cost \$7,465,000;
- **Palmetto Island SP in Vermilion Parish** - Construction of the new Palmetto Island SP - \$12.25 million;
- **Fontainebleau SP in St. Tammany Parish** - Master plan development - 15 new cabins, visitor center, swimming pool in overnight area and beach restoration - \$8.94 million project. Construction began Summer 2004. Estimate completion Fall 2005;
- **Chemin-A-Haut in Bastrop** - New Master Plan expansion. \$5.3 million;
- **Healthy Lifestyles and Louisiana Outdoor Outreach Programs** -Two initiatives set to kick off June 2005;
- **Sam Houston Jones SP in Calcasieu Parish** - Planning underway for 12 new cabins, group camp, visitor center and pool complex at Sam Houston Jones SP - \$5.8 million project;
- **Poverty Point Reservoir SP in Richland Parish** - Preparing construction documents for R/V camping, 8 additional cabins, water playground, bathhouse and trails. Estimated cost \$4,300,000;
- **Bayou Segnette SP in Westwego** - Planning for 10 new cabins and site features to include pedestrian bridge to cabin area, half mile loop of elevated boardwalk and group pavillion with interpretive exhibits; and
- **Chicot State Park in Ville Platte** -Construction of 15 new cabins to be completed spring 2007.

Program: Parks and Recreation

The Office of State Parks generally summarizes its function as **Preservation, Recreation and Interpretation**. Interpretation, a word commonly used among park professionals, means teaching others about the significance or meaning of an event, a thing, a period in history, a process or a region through participatory experiences such as hands-on demonstrations, interactive tours, re-enactments and other programs.

In its strategic plan, the agency's mission paraphrases the its statutory charge (La. R.S. 1682) as follows:

The Office of State Parks serves the citizens of Louisiana and their visitors by:

- a. Preserving and interpreting natural areas of unique or exceptional scenic value;
- b. Planning, developing and operating sites that provide outdoor recreation opportunities in natural surroundings;
- c. Preserving and interpreting historical and scientific sites of statewide importance; and
- d. Administering inter-governmental programs related to outdoor recreation and trails.

The Office of State Parks fulfills this mission through the offerings of the thirty-six sites in the state park system. The office is also authorized to maintain a system for classifying all holdings within its jurisdiction. There are actually three types of sites within the park system: the state park, the state historic site, and the state preservation area.

- a. **State parks** provide quality recreation experiences in natural settings
- b. **State historic sites** preserve and interpret cultural and historic places
- c. **State preservation areas** are designed primarily to educate visitors about the natural world.

The classification criteria are codified in La. R.S. 56:16984, which provide standards for each type of site, including minimum size, sufficiency of buffer areas, and suitability of location. These standards drive the selection, planning, development and management of new and existing sites.

In addition to the above purposes, the Office of State Parks is designated as the state liaison agency for the administration of the federal Land and Water Conservation Fund program through the U.S. Department of Interior. This program has existed since 1965 to provide matching funds for local recreation projects. In its 40 years of existence over \$65 Million has been provided to assist parishes, municipalities and other public bodies to acquire and build facilities such as playgrounds, basketball courts, baseball fields, boat launches, and trails. Federal funding for this program has been between \$1.5 and \$2.0 million for the past four years but the current federal budget being presented by the administration to Congress discontinues funding for fiscal year 2006.

3. Citations of all legal authority

Louisiana Revised Statutes 56:1681-1704, 1801-1807, 36:201, 202, 207- 209

4. An analysis of duplication of services, if any, that the agency feels may exist between itself another state agency, if any, and actions being taken to correct such overlap

The Office of State Parks' primary purpose is to serve state park visitors and the people of Louisiana by providing recreation opportunities and preserving and interpreting unique historic and natural areas.

There are other agencies that provide wonderful outdoor recreation experiences for Louisiana's citizens and visitors, but these opportunities are secondary to those agencies' principal functions, such as managing wildlife (DWF), managing timber (Office of Forestry), or generating hydroelectric power (SRA). We applaud the efforts of these agencies that have expanded recreational opportunities in Louisiana to the extent that such is consistent with, and does not compromise, those agencies' primary functions.

All recreation resources in the state are identified, described and analyzed in the Statewide Comprehensive Outdoor Recreation Plan (SCORP), a plan that has been produced by the Division of Outdoor Recreation every five years since the 1960s.

Numerous local political subdivisions operate parks and recreation areas that primarily serve local needs and supplement, rather than duplicate, the functions of the Office of State Parks.

5. Any powers, duties or functions that the agency feels are no longer consistent with the current and projected public needs, and they recommend for termination or alteration

None.

6. The identity of any problems or programs for study

Stable Funding. The identification of a stable funding source continues to be an issue for the Office of State Parks. The funds necessary to operate this agency are quite small by comparison to other state functions; however, the source of all funds necessary for the day-to-day operations of State Parks facilities is derived from State General Fund.

Two different times during the 1980s significant budget reductions resulted in the closing of a number of State Parks facilities and the layoff of personnel. As with other state agencies, the Office of State Park's proposed budget for fiscal year 2006-2007 continues cuts from the current year's budget, which will require some reduction of services. Even during the more recent years when the initial legislative appropriations at the beginning of the fiscal year are adequate, the lingering threat of mid-year budget cuts restricts the proper expenditure and utilization of available funds. Because of the seasonal nature of park operations, the agency must be assured that adequate funding is available to begin the summer use season, which coincides with the last quarter of the state's fiscal year funding cycle.

A park is often a major economic factor in the rural communities where most are located. A park shutdown not only hurts the entire park system, which can take years to recover from in terms of visitation, but it can also negatively impact the economy in the surrounding area. With a historic site, the effect can be much worse. Historic sites, such as military forts and plantation homes, must be constantly cared for. A few years of neglect or abandonment can result in much greater expense for restoration, or worse yet, the loss in the irreplaceable resource.

The most obvious solution and that which has benefited other agencies would be the dedication of a recurring and stable funding source for park operations.

7. Major accomplishments of the Office

- Revenue figures up 5.8 % over last fiscal year;
- economic impact value today more than \$60 million per year;
- nationally-distributed “Camping & RV” magazine recognized five Louisiana sites in “America’s Top 100 Campgrounds” from evaluations of more than 3,000 properties across the nation;
- Mansfield SHS received the J.D. Kemp Economic Development Award from the DeSoto Parish Chamber of Commerce for “*significant contributions to the economic and civic life of DeSoto Parish*”;
- Began iPix image shoot at various sites to offer greater detail to visitors through imagery on website;
- new cabins at Cypremort State Park in St. Mary Parish. \$2 million project provided six new, two-bedroom cabins;
- South Toledo Bend State Park officially opened. \$8.5 million project in Sabine Parish
- Fontainebleau State Park in St. Tammany Parish broke ground for and began construction of 15 new cabins, a visitor center with exhibits, a swimming pool and continued beach restoration efforts. \$8.9 million project has an estimated completion date of fall 2005;
- Construction of Palmetto Island State Park a 1299-acre facility on the Vermilion River entering stage 3. \$12.8 million project expected to open in the fall of 2005;
- Planning underway for new additions at Sam Houston Jones State Park near Lake Charles. \$5.8 million project includes 12 new cabins, a group camp, visitor center and pool complex;
- Sam Houston Jones SP new day-use restroom and campground comfort station completed. \$300,000;
- Construction documents prepared for Poverty Point Reservoir State Park in Richland Parish. Plans call for recreational vehicle camping, eight additional cabins, a water playground, bathhouse and trails at an estimated cost of \$4.3 million;
- Plans for 10 new cabins at Bayou Segnette State Park in Westwego. \$5 million project includes a pedestrian bridge to the cabin area, a half-mile of elevated boardwalk and a group pavilion with interpretive exhibits;
- Bayou Segnette overlay completed. \$275,000;
- Rosedown Plantation State Historic Site in West Feliciana parish approved for National Landmark Status;
- Construction began on \$500,000 renovation project at Rosedown SHS;
- completed survey work and schematic designs for fort stabilization and dock restoration at Fort Pike SHS. The \$400,000 project is to be bid in the spring of 2005;

- new visitor center constructed at Fort St. Jean Baptiste State Historic Site in Natchitoches;
- Fort St. Jean Baptiste SHS exhibits installed;
- Longfellow-Evangeline State Historic Site in St. Martinville new visitors center. \$1.2 million facility. Construction projected to be completed by September 2005;
- Tunica Hills State Preservation Area expansion project in West Feliciana Parish. \$7.4 million project where State Parks has acquired 516 acres and developed plans for an award-winning design which includes a nature center that is pole-elevated in the treetops, exhibits, trails, a river outlook and educational facilities;
- master plan and site development for Los Adaes State Historic Site in Robeline. \$2.5 million, will include reconstruction of some historic structures, new visitors center with exhibits, parking, trails and interpretive signage;
- In fiscal year 2004, 18,106 interpretive programs and special events were offered in the park system. Those programs are being expanded toward a goal of offering 18,350 by the end of fiscal year 2005;
- Louisiana State Arboretum in Ville Platte, a state preservation area, plans completed for a new visitor center, authorization has been obtained with the bidding process forthcoming;
- Began programming under the Louisiana Outdoor Outreach Program (LOOP) which includes a high-adventure challenge course (ropes course anticipated completion fall 2005);
- Programming at various facilities instituted under the Children's Healthy Lifestyle Initiative. Kick off set in conjunction with National Great Outdoors Month in June;
- partnership with the Louisiana State Museum, offering an exhibit at Audubon State Historic Site showcasing the works of John James Audubon from his stay at the now state-owned Oakley Plantation;
- Louisiana's State Parks also manage federal Land and Water Conservation Fund grants. These federal grants support development of recreational facilities in communities across the state. In 2004, Louisiana attracted more than \$1.5 million through this grant program;
- Lake D'Arbonne SP New Exhibits for Visitor Center completed. \$26,000 Fabrication and Installation;
- Winter Quarters SHS renovation and restoration construction started. Estimated completion of April '05. Scope: Stabilize foundation, repair damages to interior finishes, renovate hearths and chimneys, repair water damages and repaint exterior - (AFC: \$318,000);
- Grand Isle Campground over-lay completed. \$400,000;
- Grand Isle Boardwalk under construction (\$86,000);
- Tickfaw Bridge project construction began. \$180,000;
- North Toledo Bend SP road overlay. \$643,054;
- Construction began Chicot SP new Vacation Cabins (15) - Capital Outlay Project Available Funds - Planning: \$276,214 Construction: \$4,285,000;
- Chicot Equestrian Trail completed with partnership of Americorp;
- Lake Bruin SP campground expansion to include comfort station, 24 campsites, and sewer treatment plant. Advertised early Feb. will bid late March - (AFC \$947,000);
- Fort DeRussy SHS - Master Plan. Completed Feb. '05 (Design contract: \$20,748.75) Scope: Interpretive Center, Pavilions, Kiosk, Trails and Boardwalks, Reconstructed Water Battery and Covered Way and Parking;

- Fairview Bathhouse, Pavilion and connection to city sewer out to bid - (\$341,000);
- Lake Fausse Pointe spray park construction started - (AFC \$225,000);
- Chemin-A-Haut State Park in Bastrop Master Plan complete. (Design contract \$126,000 -Project valued at \$5.3 million); and
- St. Bernard Master Plan update completed.

Office of Cultural Development
Executive Summary
Agency No. 06-265

1. The identity of all sub-units under the direct or advisory control of each agency
2. All powers, functions and duties currently performed by the agency
3. Citations of all legal authority
4. An analysis of duplication of services that the agency feels may exist between itself another state agency, if any, and actions being taken to correct such overlap.
5. Any powers, duties or functions that the agency feels are no longer consistent with the current and projected public needs, and they recommend for termination or alteration.
6. The identity of any problems or programs for study
7. Significant accomplishments of the Office

Executive Summary
Office of Cultural Development
Agency Number 06-265

- 1. The identity of all sub-units, if any, under the direct or advisory control of each agency**
- 2. All powers, functions and duties currently performed by the agency**

DESCRIPTION

The Office of Cultural Development is responsible for the state's archaeology and historic preservation programs; reviews federal projects for impact on archaeological remains and historic properties; reviews construction involving the State Capitol Historic District; surveys and records historic structures and archaeological sites; assists in applications for placement on the National Register of Historic Places; operates the Regional Archaeological program in cooperation with four universities; and conducts educational and public outreach to encourage preservation. The Division of the Arts supports established and emerging non-profit arts institutions assists individual artists and stimulates public participation in the Arts.

MISSION

The mission of the Office of Cultural Development is to preserve, promote and protect Louisiana's irreplaceable heritage of archaeological and historic buildings and provide quality arts experiences and education to all Louisiana citizens.

GOALS

The goal of the Office of Cultural Development is to increase preservation and protective efforts of the state's cultural resources and positively impact Louisiana's economy through the development of those resources. In addition, the office will ensure that every citizen and visitor to the State of Louisiana will have access to quality arts programming.

Programs:

a. Historic Preservation and Main Street

MISSION - To preserve, protect and restore Louisiana's legacy of historic buildings and places

- Oversees a significant federal tax credit program to assist owners in restoring historic properties for commercial use. The Historic Preservation Federal Tax Credit program leveraged almost \$50 million dollars in private investments in historic properties last year.
- The division's Main Street program serves 25 small, Louisiana communities with grant funding and technical assistance in economic revitalization in downtown historic districts in the following towns: Abbeville, Bastrop, Clinton, Columbia, Covington, Crowley, Denham Springs, Eunice, Franklin, Hammond, Houma.
- Last year, Main Street created 463 new jobs in the 25 areas.

- Nominates properties to the National Register of Historic Places.
- Provides students and teachers training materials through the Heritage Education program.
- Manages the Louisiana Historic Rehabilitation Tax Credit.
- Manages the Certified Local Government Program providing technical assistance and small grants to local governments seeking to preserve their architectural and cultural heritage.

b. Archaeology

MISSION

To survey, record and preserve Louisiana's archaeological sites and to provide assistance and information about the state's cultural and historic patrimony.

- The Division manages four regional archaeologists at the Louisiana State University, University of Louisiana - Monroe, University of Louisiana at Lafayette, and Northwestern State University.
- The Division manages two station archaeologists based at Los Adaes State Historic Site and at Poverty Point State Historic Site.
- The Division is coordinating the Ancient Mounds Initiative, which is identifying and promoting the state's Indian mound and earthwork sites.
- The Division reviews 3,750 projects and consults with 33 federal and 9 state agencies to provide information about the effect of their projects on archaeological sites and historic properties.
- The Division maintains the state's archaeological site files, databases, and associated records and artifacts for more than 16,000 archaeological sites.
- The Division provides information about Louisiana archaeology to the public through booklets, classroom activities, exhibits, and Louisiana Archaeology Week.

c. Arts

MISSION

To increase the number of Louisiana citizens and visitors participating in and experiencing arts activities.

- The Decentralized Arts Program provides over \$2 million to eight regional distribution agents, for the funding of approximately 500 individual projects. This \$.50 per capita grants program reaches every parish within the state.
- The Louisiana State Arts Council uses \$1.9 million to fund approximately 250 projects to Louisiana artists and arts organizations.
- The Division of the Arts receives a matching Federal appropriation of \$770,000.
- Oversees the Percent for Arts program that places art in state projects of at least \$2 million.

- Folklife program provides for apprenticeships and a craft-marketing program, and places Regional Folklorists in universities through the Regional Folklife Program.
- Presents the Governor's Arts Awards.
- Publishes the *Louisiana Artist Roster*, *The Touring Directory*, *The Public Art Handbook for Louisiana Communities*, *Arts in Education Handbook*, and weekly e-mail forums.

3. Citations of all legal authority

Louisiana Revised Statutes 25:801-812, 911-913, 41:1601-1615, 36:201-204, 207-209

4. An analysis of duplication of services, if any, that the agency feels may exist between itself another state agency, if any, and actions being taken to correct such overlap

After careful analysis, the Office of Cultural Development finds no duplications of effort in its agency, nor does it find any duplication between itself and other state agencies.

5. Any powers, duties or functions that the agency feels are no longer consistent with the current and projected public needs, and they recommend for termination or alteration

None.

6. The identity of any problems of programs for study

In December 2004, the Office of Cultural Development, under the leadership of the Office of the Lt. Governor, launched the first annual Cultural Economy Conference. This Conference was the focal point for creating a Cultural Economy Initiative for Louisiana.

7. Significant accomplishments of the Office

- The Cultural Economy Initiative is an effort to understand and strengthen our state's cultural industries while upholding the natural synthesis between our creativity and our culture. The initiative will result in a cultural economy strategic plan that progressively redefines the importance of the arts and culture to the state. The report is progressing on schedule for a completion date in June 2005.
- 82 archaeological sites were identified and/or evaluated.
- 910 landowners were contracted and collaborated on archaeological sites. The new ancient mounds initiative provided encouragement for Louisiana landowners to become stewards of their important archaeological sites.
- The Division of Archaeology completed 3,232 Section 106 reviews, working to ensure that important archaeological sites are identified and protected.
- Over 11,000 citizens of Louisiana received educational materials from the Division of Archaeology.
- The Division of Historic Preservation preserved 114 historic properties through its tax credit programs.

- Through the Main Street Program, 176 new businesses located to rural historic districts.
- Through the Division of the Arts grants, 7,609,586 audience members participated in public art programs.
- The Division of the Arts awarded 532 grants to organizations across Louisiana.
- The Division of the Arts awarded 91 grants to individual Louisiana artists.
- The Louisiana Division of the Arts embarked on a comprehensive assessment and strategic planning initiative in April 2004 that resulted in over 180 individuals from around the state participating in focus groups and more than 500 surveys completed from artists, nonprofit arts organizations, and arts programmers. The Assessment Report identifies key opportunities, including partnerships between state and local arts agencies representing every major city and every parish in the state; development of a comprehensive public relations and marketing campaign highlighting Louisiana's artistic assets; streamlining the technology infrastructure for the implementation and management of grants programs; and capacity building and business development in our arts community.
- Arts assessment and strategic planning initiative expects to receive a final plan by June 30, 2005.
- In July 2004, the Decentralized Arts Funding Program received \$2.37 million to provide for services and arts activities in all 64 parishes of the state.
- The Louisiana Division of the Arts convened the arts community in May 2004 for the Louisiana Conference for the Arts. The keynote speaker was Michael Kane, Mt. Auburn Associates, on the economy of creative industries and the process through which the scope of the arts and cultural industry can be measured.
- The Heritage Education-Louisiana Mini-grants Program is a partnership between the Office of Cultural Development and the National Center for Preservation and Training (part of the National Park Service) located in Natchitoches, Louisiana. The Office of Cultural Development, Division of Archaeology, receives grant money from the National Park Service, which it then provides as sub-grants to up to 20 teachers annually. The goal of the program is to enhance academic achievement, foster an appreciation of Louisiana's historic places and serve as a national model for heritage education.
- In September 2004, Louisiana dedicated the Ancient Mounds Trail, a driving route that links Indian mounds in northeast Louisiana. With funding from the Department of Transportation and Development's Transportation Enhancement Program, the division placed 20 historical markers at mound sites that can be seen from public roadways.
- 11 more historical markers are installed or will be installed soon. The division anticipates a total of 41 markers to be in place by the end of June 2005.
- In 2004 the Division of Archaeology developed a prototype for a project to bring Louisiana's archaeological sites to the world through the

Internet. In consultation with State Parks, the Division of Archaeology created an interactive project about Los Adaes, an eighteenth-century Spanish fort and mission in western Louisiana. This site is a National Historic Landmark and a State Historic Site.

- Louisiana's Main Street program turned 20 years old in 2004, with 25 participating communities located in every region of the state. During the first 20 years of the program Louisiana Main Street has managed to start 1,192 businesses, creating 3,637 new jobs. The State Main Street office gave out over \$2.5 million in grant money, receiving an incredible private reinvestment return of over \$230 million.
- The existing federal 20% tax incentive program has one of the most advantageous tax breaks left in the tax code. According to statistics provided by the National Park Service, private investors in Louisiana have placed our state among the top 10 states in the nation (for more than 10 years) for most projects completed per year. Their records show that, over the past 10 years, investors have leveraged more than \$800 million in federal rehabilitation projects alone across the state.
- In 2002, the Louisiana Legislature passed a law to allow a 25% tax credit (with a \$250,000 cap) for historic buildings in Downtown Development Districts throughout Louisiana. Since 2002 the Division of Historic Preservation has reviewed 47 projects and approved eight, resulting in a total investment of approximately \$32 million and a creation of 911 construction jobs.
- In December 2004 the first annual Cultural Economy Initiative Conference assembled the brightest minds in arts, culture, business, economic development, tourism, government, and academia to enhance Louisiana's cultural economy.
- The Division of the Arts hired Veronique Le Melle as new Executive Director. Ms. Le Melle begins her new position May 9, 2005.
- The National Trust for Historic Preservation will hold its National Main Street Conference for 2006 in Louisiana. The Louisiana Main Street Office will assist in planning and coordination of the conference.

Office of Tourism
Executive Summary
Agency No. 06-267

1. The identity of all sub-units under the direct or advisory control of each agency
2. All powers, functions and duties currently performed by the agency
3. Citations of all legal authority
4. An analysis of duplication of services that the agency feels may exist between itself another state agency, if any, and actions being taken to correct such overlap.
5. Any powers, duties or functions that the agency feels are no longer consistent with the current and projected public needs, and they recommend for termination or alteration.
6. The identity of any problems or programs for study
7. Significant accomplishments of the Office

Executive Summary
Office of Tourism
Agency No. 06-267

- 1. The identity of all sub-units, if any, under the direct or advisory control of each agency**
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DESCRIPTION

The Louisiana Office of Tourism promotes the economic growth of Louisiana by increasing its cultural tourism industry. Its activities are divided among (4) budget units or program areas: Administrative, Marketing, Welcome Centers, and Consumer Information Service.

MISSION AND GOALS

The mission of the Louisiana Office of Tourism is to 1) promote and assist expansion of tourism and the tourism industry in Louisiana; 2) increase employment opportunities for all citizens throughout the state through the orderly by accelerated development of facilities for tourism, travel and hospitality; 3) invite visitors from this nation and foreign countries to visit Louisiana; and 4) conduct an ongoing promotional campaign of information, advertising and publicity to create and sustain a positive image and understanding of Louisiana.

The goal of the Louisiana Office of Tourism is that it will increase the economic impact of travel and increase the awareness of Louisiana as a travel destination by 2008.

Program:

a. Administration

The Administrative program coordinates the efforts of the other three program areas (welcome centers, marketing and consumer information services) and implements policies set by the Lt. Governor, Secretary of CRT, Assistant Secretary of the Office of Tourism and its two oversight commissions (Louisiana Tourism Development and the Louisiana Promotion District).

b. Marketing

This program includes advertising, which helps to spread our message nationally as well as internationally in order to draw visitors to our borders. The dedicated tax revenues (self-generated funding) have allowed us to greatly expand this activity and include the current dynamic ad campaign featuring our unique musical heritage. We have drawn over 3 million inquiries annually and significantly contributed to the \$9 billion impact to Louisiana's economy. This activity interacts with tour operators, travel agents, motor coach operators, travel writers, and other "trade" elements of the industry. Marketing also provides

advice and technical assistance to communities as well as regional and municipal tourism organizations in planning and developing programs to attract visitors.

c. Welcome Centers

The operation of our eleven (11) current Welcome Centers falls under this program. A staff of professional travel counselors interacts with some 1.6 million visitors annually and encourages those travelers to spend additional time and money in Louisiana. Our 11th Welcome Center opened to the public in December of this year, on I-49 in Rapides Parish. Through Capital Outlay, we are in the process of replacing our I-59/Pearl River Welcome Center with completion expected in July, 2004. As part of the Capitol Park Complex, a new Capitol Park Visitor Center is under construction here in Baton Rouge, which will compliment our services provided in the State Capitol building; expected to be completed next fiscal year. The new I-10/Atchafalaya Welcome Center at Butte LaRose opened last summer.

Plans are underway to totally replace both the I-20 Mound and I-10/Slidell Welcome Center; contingent upon sufficient construction dollars being recognized in FY04/05 Capital Outlay budget (HB-2). A Capital Outlay request has been submitted to totally replace our I-10/Vinton Welcome Center, and if funded would be replaced during FY 05/06. Finally, plans are being finalized to replace our Vidalia Welcome Center with a visitor center that will be housed in the new "City of Vidalia's Gateway Center" to be located on the river front at the base of the Mississippi River bridge. The center is expected to be completed by the summer of 2005.

d. Consumer Information Services

Our research effort, distribution services and our Inquiry section fall under this program. Distribution sees that the mail is processed for all program areas as well as servicing the material & supply needs of the network of Welcome Centers. The Research department oversees all contracted research as well as generates its own data on advertising effectiveness, cost per inquiry, conversion rates and other data vital to our overall advertising and marketing effectiveness. The Inquiry section fields calls from consumers who plan to arrive in our state within the next few weeks; and prepares fulfillment packets for immediate response to their needs.

The tourism industry of Louisiana is growing at a healthy rate and our aggressive programs are contributing significantly to this 2nd largest industry in Louisiana. Employing 120,000 citizens, they earned \$1.9 billion in salaries and wages in 2002 (source: U.S. Travel Data Center Economic Report, 2003). Locally, tax coffers were enriched by \$218 million and state taxes accounted for another \$394 million for that same period. (source: US travel Data Center Economic Report, 2002)

Direct travel expenditures in 2000 by U.S. and foreign visitors contributed \$9 billion dollars to Louisiana's economy (source: US Travel Data Center Economic report, 2002) The Office of Tourism helps attract this money through a carefully orchestrated domestic and international advertising campaign.

The Louisiana travel industry generated \$217,800,000 in local taxes; \$398,800,000 in state taxes and \$587,800,000 in federal taxes for a total tax revenue of \$1,199,400,000 in 2002 (Source: US Travel Data Center Economic Report, 2002)

3. Citations of all legal authority

La.R.S. §§25:1000-1005.3; 51:1251-1265, 1281-1292, 1306

4. An analysis of duplication of services, if any, that the agency feels may exist between itself another state agency, if any, and actions being taken to correct such overlap

After careful analysis, the Office of Tourism finds no duplications of effort in the agency, nor does it find any duplication with other Louisiana state agencies.

5. Any powers, duties or functions that the agency feels are no longer consistent with the current and projected public needs, and they recommend for termination or alteration

None.

6. The identity of any problems or programs for study

None.

7. Significant accomplishments of the Office

- The total number of visitors to Louisiana fell 5.5 percent between 2003 (25.5 million people) and 2004 (24.1 million people); but, the number of visitors traveling to the state and staying overnight increased 1.5 percent, from 20 million in 2003 to 20.3 million in 2004.
- Visitor spending in Louisiana rose 5 percent. Tourists spent \$9.9 billion in the state last year, up from \$9.4 billion in 2003.
- Passenger traffic at Louisiana airports rose 5 percent between 2003 and 2004, from 5.7 million to 6 million passengers on flights.
- Louisiana's hotel/motel industry saw gains between 2 and 5.1 percent. While the room supply grew by 2.5 percent, rooms sold grew 5 percent. The state's 62.4 percent occupancy rate in 2004 was about 2 percent higher than 2003, and the average cost of a Louisiana hotel room in 2004 (\$84.90) rose 4 percent, up from \$83.22 in 2003.
- Louisiana's gaming industry grew by about 7 percent – it was worth about \$2.2 billion in 2004, up from \$2 billion in 2003. The numbers do not include statistics from the state's three tribal casinos.
- Louisiana Tax Free Shopping (which refunds sales taxes to foreign visitors) marked strong gains. Transactions grew by about 31 percent, retail sales grew by about 27 percent, and retail spending grew by about 20 percent. Statistics indicate

about \$25.7 million in foreign retail spending in Louisiana were through the Tax Free Shopping program.

- State welcome centers interacted with about 1.6 million Louisiana visitors in 2004. The number was down a half-a-percentage-point from 2003, but this is likely because of the state's most visited centers, on Interstate 59 at the Louisiana/Mississippi border, was closed for new construction for most of 2004.
- Annual **tourism summit** in Bossier City in January. Among the highlights:
 - The Louisiana Office of Tourism unveiled a redesigned advertising campaign for the year 2005.
 - The \$6.6 million campaign is the biggest in Louisiana's history.
 - Changes were made to show Louisiana's fit with current travel trends, to show Louisiana's cultural diversity and to highlight Louisiana's appeal to families, senior citizens, African-Americans and golfers.
 - The campaign consists of eight print ads and five television ads and they are now showing up in Louisiana's major tourist markets.
 - A "Rural Tourism Development Roundtable" was held during the recent Summit and was a great success. Spokesmen from 40 rural communities attended and discussed their needs.
 - Among the needs: Marketing information to access the African-American traveling market, better road signs, and promotion of major Louisiana highway corridors – instead of Louisiana's five current travel regions – to blend urban and rural Louisiana experiences for visitors.
 - Other topics discussed: The need to de-emphasize Louisiana parishes and place more emphasis on cities, towns and specific destinations; increased accountability for positive visitor experiences by closer interaction between the Office of Tourism and state government agencies, local visitor bureaus and individual attractions and tourist service providers, like hotels and restaurants; cooperative advertising and marketing programs that would be more affordable to rural communities and targeted towards markets within 100-150 miles of the communities involved.
 - The event was so successful that a similar rural tourism roundtable was held in Alexandria in March.
- Conducted statewide stakeholder meetings in late 2004.
- The Office of Tourism staff took part in several tours of various regions of the state to better acquaint itself with new developments, as well as to keep in touch with its tourism partners at the parish and local level.
- Industry partner page on LouisianaTravel.com -- Louisiana's official consumer Web site now has a section specifically for the state's tourism industry partners.
- A writer/photographer team from France visited New Orleans, Lafayette, central Louisiana and several plantations along the Great River Road in April and May. They represent a women's magazine that is an insert for a major French newspaper.
- The Louisiana Office of Tourism participated in the Louisiana Association of Broadcasters' annual conference in March, and the Louisiana Press Association's annual conference in April

Sales Activities:

- The Mundo Continental Seminar in Guatemala
- The Destinations Holiday and Travel Show

- The Salon du Tourisme et des Vacances in Nantes, France
- The Hotel Marquis Reforma's weeklong Louisiana Food Festival
- The Hamburg Reisen in Hamburg, Germany
- The Travel South USA's annual trade show in Memphis, Tenn.
- The Caravan-Boot-Reisemarket in Munich, Germany
- The Visit USA Committee workshop and exhibit event in Zurich, Switzerland
- The Addison Show in Ottawa, Toronto and London
- A reception and dinner for UK trade clients and media in London and conduct sales calls in and around the city
- A Visit USA Committee event in Brussels, Belgium
- The Mundo Continental Seminar in Tegucigalpa, Honduras
- The Internationale Tourismus Börse trade show in Berlin. "ITB" is Germany's largest travel trade show and one of the three largest travel shows worldwide
- A familiarization tour for 7-10 meeting planners in south Louisiana
- The Heritage Club International trade show in Reno
- The Salon Mondial du Tourisme in Paris, France.
- The CrossSpheres Spring Meeting (formerly the National Tour Association) in Sacramento, Calif.
- The Taca Vacaciones Shopping Package Promotion launched in El Salvador, Costa Rica, Guatemala, Honduras, Nicaragua and Panama
- The Mundo Continental Seminars in Panama
- Visit USA Committee travel agent seminars in Merida, Mexico; San Jose, Costa Rica; Cancun, Mexico; Leon, Mexico; Puebla, Mexico; Veracruz, Mexico; Queretaro, Mexico; Morelia, Mexico; Chihuahua, Mexico; Aguascalientes, Mexico; San Luis Potosi, Mexico; and Hermosillo, Mexico.
- The Affordable Meetings trade show in Chicago
- The American Society of Travel Agents' CruiseFest in Miami
- The IMEX Trade Show in Frankfurt
- The National Association of Sports Conventions' Sports Symposium in Portland, OR.
- The Summer Holiday Show in Quebec City, Canada
- Launched the French promotion with Vacances Transat
- TIA's International Pow-Wow in New York City
- The ARLAG (Airline Representatives) trade show in Guadalajara and in Monterrey
- A western Canada sales mission in Vancouver

Welcome Center Activities

- The I-59/Pearl River Welcome Center recently reopened in a new facility.
- Projects are underway to replace the I-20/Mound Welcome Center, the I-10/Slidell Welcome Center and the U.S. Highway 84/Vidalia Welcome Center.
- A new center is being built in Baton Rouge's Capitol Park, and it will house the Welcome Center currently located in the Louisiana State Capitol lobby. It is set to open in July.

Product Development

- The America's Wetland Birding Trail only launched a few months ago and there are already plans to expand it. The trail right now is over 100 sites on 12 routes through 22 south Louisiana parishes, and the Office of Tourism has begun efforts to develop the trail

in central and north Louisiana – specifically along the corridors of the Mississippi and Red rivers. Plans are underway to expand the Birding Trail into Central and North Louisiana.